

Communications Committee

Purpose, Role, Skills, Tasks

Purpose: To collect, disseminate, create, and distribute information that is important to the stakeholders of ECLC

Role:

1. To design, advise, and support the board and committees in ECLC's overall marketing and communications strategy; to oversee a consistent and active communication strategy for the purposes of recruitment, retention, fundraising, awareness, program building, and branding

Skills:

1. Good communications skills, including verbal, written, and digital media
2. Versed in digital marketing, social media, and graphic design
3. Visionary and open-minded, with the ability to exercise multiple interpretations
4. Direct experience with developing and implementing marketing and branding strategies
5. Demonstrates initiative and ability to work with various stakeholders

Tasks:

1. Generate and maintain a stakeholder map, to identify the stakeholders, what their interest in the center is, how they might wish to receive information, what information they might wish to receive, in order to create a strategy for effective communications
2. Build on current ECLC brand and develop creative outreach programs that will drive growth (print, social media, digital)
3. Design, develop, and maintain ECLC website
4. Create a consistent and effective social media campaign, identifying opportunities for mission development and positive public relations
5. Maintain and build relationships with key industry partners, other committees, staff, and families, to keep current on communication efforts needed
6. Evaluate effectiveness of marketing strategies and develop new strategies as needed
7. Identify opportunities to capitalize on positive public relations or needed communications to improve the community perception of ECLC
8. Coordinate with the Finance Committee to complete a financial impact analysis and budget prior to making proposals to the board of directors.
9. Develops, reviews, and revises annually a policy and procedure manual for all marketing and communication activities and programs.
10. Provide a quarterly report to the board of accomplishments (Jan, April, July, Oct).
11. Provide an annual evaluation of committee accomplishments, identifying opportunities for improvement.
12. Propose an annual marketing/communications plan, with budget required, to be included in the annual budget preparation.